SERVING THE TOTAL FOODSERVICE INDUSTRY

JUNE 10, 1992

# RESTAURANTS & INSTITUTIONS

A CAHNERS PUBLICATION

## Cheese: From Start To Finish

## Turkey Twists

## Signature Sandwiches

## R&I's Promotions '92

*Marketing and Media Trends*

*Tips From Marketing Gurus*

*10 Profitable Promotions*

xxxxxxxxxxxxxxxxxx 3-DIGIT 208
00001696G (9210) 2041900000 5916
SRI ACQUISITIONS
CONGRESSIONAL INFO SVC
4520 EAST WEST HWY
BETHESDA MD 20814

VOL. 102, NO. 14

# R&I CONTENTS/JUNE 10, 1992

## THE MENU

**CHEESE MAKES IT GREAT.** Cheese lends menus the Midas touch. . . . . 14
**ALL ABOUT CHEESE.** Service, handling and storage tips. . . . . 30
**KEEPING ABREAST OF TURKEY.** Turkey breast dresses up or down. . . . . 35
**SIGNATURE SANDWICHES.** Favorites and new creations give menus identity. . . . . 48
**THE SCOOP ON SANDWICHES.** Subway's Fred DeLuca gets our new feature rolling. . 54

## THE STAFF

**TOWARD EXEMPLARY SERVICE II.** "Hiring the Right People" is the second of service specialist Bill Marvin's five-part series. . . . 60

## THE CUSTOMER

**PROMOTIONS '92.** Marketing experts tell what's hot, promotionally speaking. . . 80
**10 PROMOTION PRINCIPLES** . . . . . 84
**10 PROFITABLE PROMOTIONS** . . . . . 100

## THE KITCHEN

**MAINTENANCE AND SANITATION.** Clean-kitchen wish lists from operators. . . . 113

## RECIPES IN THIS ISSUE

**Miniature Cheddar, Dried Cherry and Mini-Pepper Cheese Terrine** . . 18
**Basic Savory Cheese Soufflé** . . . . . 18
**Raspberry Chocolate Cheesecake** . . . 24
**Pecan-Jacketed Turkey Tenderloin** . . 35
**Salad of Chunky Fruits and Turkey Breast** . . . . . 38
**Turkey Cutlet California** . . . . . 38
**Chestnut Stuffing** . . . . . 44
***R&I*'s Three-Way Recipe: Ravioli with Cream Sauce and Spinach** . . 117
**Smoked Turkey Breast Oriental** . . . 118
**Turkey Tacos** . . . . . 118
**Smoked Turkey Sauce for Waffles** . . 118
**Mozzarella in Carrozza** . . . . . 121
**The City Club** . . . . . 121
**Country Hearth Picnic Sandwich** . . 121
**Deep-Fried Fresh Mozzarella** . . . . . 124
**Catalina Combo Sandwich** . . . . . 124
**Italian Grilled Cheese Sandwich** . . . 124
**Boardwalk Shrimp** . . . . . 128
**Pressed Chicken, Bacon and Brie** . . 129

## DEPARTMENTS

**Viewpoint** . . . . . 6
**Briefings** . . . . . 11
**Product Catalog** . . . . . 132
**Classified Ads** . . . . . 144
**Advertisers Index** . . . . . 148
**Product Retrieval** . . . . . 148
**Photo Credits** . . . . . 148
**Reader Service Card** . . . . . 149

## ABOUT THE COVER

The cheese makes the sandwich—this one's Italian-style grilled cheese and prosciutto served on focaccia. Cover recipe, page 124.

## CALENDAR

**JUNE**

**June 22-24:** American Society of Hospital Food Service Administrators (ASHFSA), Westin Harbor Castle Inn, Toronto, Ontario. (312) 280-6417.

**JULY**

**July 6-10:** National Association of College and University Food Services (NACUFS), Clarion Hotel, Cincinnati. (517) 332-2494.

**July 8-12:** National Association of Catering Executives (NACE) Annual Conference, U.S. Grant Hotel, San Diego. (502) 583-3783.

**July 19-22:** Association of School Food Service Administrators (ASFSA), Minneapolis Convention Center, Minneapolis. (703) 739-3900.

**July 24-27:** National Nutritional Foods Association Annual Convention, Opryland Hotel, Nashville, Tenn. (714) 966-6632.

**July 26-29:** International Fancy Food & Confection Show, Washington Convention Center, Washington, D.C. (800) 255-2502.

**July 29-Aug. 1:** Council on Hotel Restaurant and Institutional Educators (CHRIE) Annual Conference, Stouffer Orlando Resort and Convention Center and Walt Disney World, Orlando, Fla. (202) 331-5990.

**AUGUST**

**Aug. 2-6:** Dietary Managers Association (DMA) Annual Meeting & Expo, New Orleans Hilton Riverside and Towers, New Orleans. (708) 932-1444.

**Aug. 14-17:** International Food Service Executives' Association (IFSEA) Annual International Conference, Clarion Plaza, Orlando, Fla. (305) 977-0767.

**Aug. 15-18:** Western Restaurant Show, Moscone Convention Center, San Francisco. (213) 384-1200.

**Aug. 16-19:** Council of Hotel and Restaurant Trainers (CHART) Conference, Boca Raton Hotel and Club, Boca Raton, Fla. (714) 786-6706.

**SEPTEMBER**

**Sept. 13-16:** Society of Foodservice Management (SFM) National Conference, Westin Copley Place at Copley Plaza, Boston. (502) 583-3783.

**Sept. 14-15:** Fine Foods Exposition and Conference, Royal Plaza Trade Center, Marlborough, Mass. (617) 871-2700.

**Sept. 15-16:** Foodservice Expo '92, sponsored by the Kentucky Restaurant Association, Kentucky Fair and Exposition Center, Louisville. (502) 896-0464.

**Sept. 16-19:** National-American Wholesale Grocers' Association/International Foodservice Distributors Association (NAWGA/IFDA) Midyear Executive Conference, Hyatt Regency Hotel, Hilton Head, S.C. (703) 532-9400.

**Sept. 24-26:** Inflight Food Service Association (IFSA) Membership Meeting, Pan Pacific Hotel, Vancouver, B.C. (502) 583-3783.

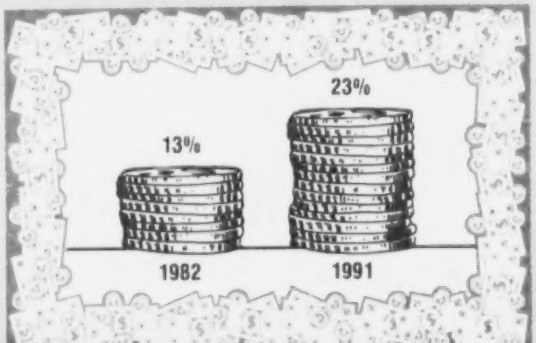
## QUOTABLES

"The common wisdom is that we managers have to learn how to better motivate our people. I think that's a bunch of nonsense. Our people bring their own motivation. What people need is to be liberated from us. They need to be involved and they need to be trusted. You can order the average person who reports to you to come to work six days a week, but . . . you cannot order anyone to perform in an excellent fashion. Excellence by its very definition, and at all levels, is a purely voluntary commitment."

*—Leonard Roberts, Chairman and CEO, Shoney's Inc., Nashville, Tenn.*

## DISCOUNT DINING

**From 1982 to 1991, the deal rate rose 77%. (% of restaurant visits in which customers used a coupon or took advantage of an in-store promotion.)**




Source: NPD Crest

## ADVERTISING INDEX

For more information on the products advertised and featured in this issue, circle the number indicated on the Reader Service Card.


| Advertiser | Inquiry No. |
|---|---|
| Admark, Inc. (p.93) | 43 |
| Allen Canning (p.46-47) | 20 |
| Ambrosia Chocolate (p.108-109) | 54 |
| American Home Foods (p.34) | 14 |
| Ameritech (p.96) | 45,46,47,48 |
| Arctic Alaska Fisheries Corp. (p.73,75,77) | 34,35,36 |
| Armour Foodservice (p.2-3) | 3 |
| Athens Foods (p.143) | 70 |
| Beatrice Cheese/Pauly Brand (p.28-29) | 59 |
| Beef Industry Council (p.102-103) | 51 |
| Bettcher Industries (p.143) | 71 |
| Blue Diamond Growers (p.69) | 24 |
| Capital City Prod. (p.72) | 33 |
| Casa Di Bertacchi (p.82-83) | |
| Classified Advertising (p.144-147) | |
| Continental/SiLite International (p.55-59) | 21 |
| Corbin Foods (p.19) | 8 |
| Cuddy Family Farms (p.76) | 38 |
| Design Foods, Div. of Sara Lee Corp. (p.98-99) | 76 |
| Ecolab, Inc. (p.110-111) | 55 |
| Equal Foodservice Group/The NutraSweet Company (p.8-9) | 5 |
| Florida Department of Citrus (p.119-120) | |
| Fred's Frozen Foods (p.94-95) | 44 |
| Frito-Lay, Inc. (p.31) | 12 |
| General Mills, Foodservice Div. (p.78-79) | 39 |
| Heinz Co., H. J. (p.64-67) | 23 |
| Hobart Corp. (p.IBC) | 74 |
| Hormel & Co., George A. (p.134-135) | 61 |
| Hunt-Wesson Foodservice Div. (p.5,7,10) | 4 |
| International Cold Storage Co., Inc. (p.97) | 49 |
| James River Corp. (p.89) | 41 |
| Jennie-O-Foods, Inc. (p.39) | 16 |
| Katchall Industries, Inc. (p.142) | 68 |
| LaVictoria (p.72) | 32 |
| Lanier Copier (p.74) | 37 |
| Lanikai International, Ltd. (p.142) | 66 |
| Lawry's Foods (p.20-21) | 9 |
| LeGoût Foods CPC Foodservice (p.90-91) | 42 |
| Marzetti Company, T. (p.125) | 58 |
| Molded Fiber Glass Tray Co. (p.142) | 67 |
| Moore's Food Products (p.126-127) | |
| NASFT (p.129) | 63 |
| Nabisco Brands Inc., Foodservice Div. (p.12-13,26-27,62-63) | 6,11,22 |
| National Dairy Board (p.122-123) | |
| Nestle Brands (p.22-23,130-131) | |
| Norpac Food Sales (p.IFC) | 1 |
| The NutraSweet Company/Equal Foodservice Group (p.8-9) | 5 |
| Oneida, Ltd. (p.1) | 2 |
| Oscar Mayer Foodservice (p.45) | 19 |
| Perdue Farms (p.16-17) | 7 |
| Pierce Foods Corp. (p.70-71) | 25,26,27,28,29,30,50 |
| Pollio Dairy Products (p.128) | 60 |
| Procter & Gamble, Folgers (p.141) | 65 |
| Procter & Gamble, Frymax (p.BC) | 75 |
| Reckitt & Colman (p.36-37) | 15 |
| Rich Products Corporation (p.82-83) | |
| Rubbermaid Commercial Products, Inc. (p.25,115) | 10,57 |
| Sequentia, Inc. (p.142) | 69 |
| Stouffer's, Nestle Brands Foodservice Div. (p.32-33) | 13 |
| Sunkist Grower's, Inc. (p.128-A-128-B) | 133 |
| Sunshine Biscuits, Inc., Foodservice Div. (p.138-139) | 62 |
| Tomlinson Industries (p.143) | 72 |
| Traex (p.105) | 52 |
| Travelodge (p.129) | 64 |
| Tropicana (p.40-43) | 17,18 |
| Tyson Foods, Inc. (p.50-53) | 100,101 |
| Universal Frozen Foods (p.85-87) | 40 |
| Visa (p.106-107) | 53 |
| Wausau Tile (p.112) | 56 |


## PRODUCT RETRIEVAL

**PRODUCT CATALOG**


| Page 132 | Inquiry No. |
|---|---|
| Recipes (Nabisco Foods Group) | 307 |
| Turkey (Armour Swift-Eckrich) | 308 |
| Celery Data File (American Celery Council) | 309 |
| Display Warmers (Hatco Corp.) | 310 |
| Ravioli (Domani Italian Foods) | |
| Chicken Wings (Pierce Foods) | 311 |
| Icing and Filling (Rich Products Corp.) | |
| Battered Vegetables (Ore-Ida Foods Inc.) | 312 |
| **Page 133** | |
| Sugar (Sugar Foods Corporation) | 313 |
| Orange Juice (Florida Dept. of Citrus) | 314 |
| Pickles (Heinz U.S.A.) | 315 |
| Boneless Ham (Hillshire Farm & Kahn's) | 316 |
| Seasoned Salt (Lawry's Foodservice Div.) | 317 |
| Deli Program (Tyson Food Service) | 100 |
| Au Jus Gravy (Nestle Brands) | 318 |
| Menu Ideas (Bil Mar Foods) | 319 |
| Bilingual Wall Charts (The Procter & Gamble Co.) | 320 |
| **Page 136** | |
| Turkey (Perdue Foodservice) | 321 |
| Seasonings (McCormick & Co. Inc.) | 322 |
| Pork Chops (Geo. A. Hormel Inc.) | 323 |
| Stuffed Shells (International Multifoods Frozen Specialty Foods) | 324 |
| Tyson's Sweepstakes Winners (Tyson Food Service) | 100 |
| Egg Roll (Golden Tiger/Keebler Co.) | 325 |
| French Fries (Universal Frozen Foods) | 326 |
| Fish Nuggets (Iceland Seafood Corp.) | 327 |
| Refried Beans (Basic American Foods) | 328 |
| **Page 137** | |
| Frozen Yogurt (National Dairy Products Corp.) | 329 |
| Nonfat Frozen Yogurt (National Dairy Products Corp.) | 330 |
| Crocks and Platters (Continental/Silite Intl.) | 331 |
| Salsa (Hunt-Wesson Foods Inc.) | 332 |
| Cereals (General Mills) | 333 |
| Turkey Cubed Steak (Cuddy Farms Inc.) | 334 |
| Salad Dressings (SYSCO Corp.) | 335 |
| Dessert Recipes (National Dairy Board) | 336 |
| **Page 138** | |
| Fresh Mozzarella (Pollio Dairy Products) | 360 |
| Taco Products (Nabisco Foods Group) | 361 |
| Cutlery (Oneida Foodservice) | 362 |
| Barbecue Sauce (K.C. Masterpiece) | |
| **Page 139** | |
| Containers (Rubbermaid Commercial Products) | 363 |
| Food Processor (Robot Coupe U.S.A. Inc.) | 364 |
| Custom China (Syracuse China) | 365 |
| Creamer (Sugar Foods Corporation) | 366 |
| **Page 140** | |
| Guacamole (Calavo Foods Inc.) | 300 |
| Pollock Fillets (Coldwater Seafood Corp.) | 301 |
| Soft-Serve Machines (Electro Freeze Div., H.C. Duke & Son Inc.) | 400 |
| Garden Patties (Worthington Foods) | 302 |
| California Ripe Olive Recipes (California Olive Industry) | 303 |
| Chinese Vegetables (Hunt-Wesson Foods Inc.) | |
| Shortening (Bunge Foods) | 304 |
| Tomato Products (Nugget Distributors Inc.) | 305 |
| Juice Blends (Tropicana Product Sales Inc.) | 306 |
| **Page 141** | |
| Beverages (Shasta Beverages) | 367 |
| Cod Loins (Fishery Products Intl.) | 368 |
| Tomatoes (Escalon Packers) | 369 |


## PHOTO CREDITS

**Cover:** Vuksanovich Inc.
**Contents:** p. 4, Vuksanovich Inc.
**Briefings:** "Quotables," p. 11, Ron Alston.
**The Menu:** "Cheese," p. 14, National Dairy Board; p. 18, 30, Vuksanovich Inc.; p. 24, Troy Forrest; "Keeping Abreast of Turkey," p. 35, National Turkey Federation; p. 38, Canned Fruit Promotion Services; p. 44, Vuksanovich Inc.; "The Scoop on Sandwiches," p. 54, Judith Pszenica.
**The Staff:** "How to Hire the Right People," p. 60, 68, Eric Futran.
**Recipes:** "Cheese, Sandwiches & Turkey," p. 116, 117, Eric Futran; p. 118, 121, Troy Forrest; p. 124, American Egg Board; p. 128, Ocean Garden Products.

## REPRINTS

Reprints of RESTAURANTS & INSTITUTIONS articles are available on a custom-printing basis at reasonable prices in quantities of 500 or more. For a specific quotation, contact Andrea Marwitz, Cahners Reprint Services, Cahners Plaza, 1350 E. Touhy Ave., P.O. Box 5080, Des Plaines, IL 60017-5080. Phone: (708) 635-8800.

## CHANGE OF ADDRESS

It is important that changes of address reach the RESTAURANTS & INSTITUTIONS Circulation Department, 44 Cook St., Denver, CO 80206-5191, six weeks prior to the next issue to be published. The post office will not forward copies unless you pay extra postage. We cannot replace lost copies. Please send a copy of the latest label when requesting address changes or adjustments.

## RECRUITMENT/CLASSIFIED ADVERTISING INFORMATION

**Rates:** $200 per column inch (1992 Rate Card & Editorial Calendar; agency commissionable). **Blind-box service:** Add $15 per insertion to cover postage and handling. **Copy:** Figure 30-35 words maximum per column inch. Full-page rate $5,100. Frequency discounts available. For information, contact Patricia McGowan, Manager, Cahners Plaza, 1350 E. Touhy Ave., P.O. Box 5080, Des Plaines, IL 60017-5080. Phone: (708) 390-2246.


## MAGAZINE DIVISION STAFF

Terrence McDermott, President/Chief Operating Officer; Frank J. Sibley, Executive Vice President; Charles E. Moodhe, Senior Vice President/General Manager; Peter T. Orsi, Senior Vice President; Thomas J. Dellamaria, Senior Vice President/Production and Manufacturing.

## BUSINESS STAFF

Barry H. Reese, Vice President/Publishing Director; Jane Young Wallace, Vice President/Publisher; Steven D. Mayer, Director of Marketing; Catherine Erickson, Associate Director of Marketing; Corinne Zollars, Manager, *R&I* Resource Center; Bob Bean, Senior Research Director; Ed Christ, Circulation Director; Cindy Dart, Circulation Manager.

## BUSINESS OFFICES

Mark A. Strauss, National Sales Director. **Chicago:** Alana Vondrak, National Sales Coordinator; Candice J. Hammett, Regional Manager; David Weil, Regional Manager; Patricia McGowan, Recruitment/Classified Advertising Manager; Cahners Plaza, 1350 E. Touhy Ave., P.O. Box 5080, Des Plaines, IL 60017-5080. Phone: (708) 635-8800. **Stamford:** William Lazar, Regional Manager, 1234 Summer Street, P.O. Box 3834, Stamford, CT 06905-0834. Phone: (203) 326-5161. **New York:** Michael Cardello, Regional Manager and National Sales Manager/Beverage Alcohol, 249 W. 17th St., New York, NY, 10011-5301. Phone: (212) 463-6480. **Cleveland:** Jerry Stiegler, Regional Manager, 1621 Euclid Ave., Cleveland, OH 44115-2186. Phone: (216) 696-1800. **Atlanta:** Thomas McElhinny, Regional Manager, Suite 395, 6520 Powers Ferry Rd., Atlanta, GA 30339-2911. Phone: (404) 955-6500. **San Francisco:** John Barkan, Regional Manager, 410 Pacific Ave., San Francisco, CA 94133-4631. Phone: (415) 397-0941. **Los Angeles:** Rebecca Roberts, Regional Manager, 18818 Teller Ave., Suite 210, Irvine, CA 92715-1679. Phone: (714) 851-9422. **Japan:** Kaoru Hara, Dynaco International Inc., Suite 1003—Sun-Palace Shinjuku, 8-12-1 Nishishinjuku Shinjuku-ku, Tokyo 160, Japan. Phone: (03) 366-8301.


## FOR YOUR OWN COPY OF RESTAURANTS & INSTITUTIONS

Call (303) 388-4511 or circle 200 on the Reader Service Card.

## CIRCULATION, COVERAGE AND ADVERTISING RATES

Complete details regarding circulation, coverage, advertising rates, space, sizes and similar information are available to prospective advertisers. RESTAURANTS & INSTITUTIONS is published 30 times a year. Closing date is six weeks preceding issue date. Annual subscription rates for non-qualified people: USA, 1 year $104.95, 2 years $177.95; Canada, 1 year $192.95, 2 years $326.95; Mexico, 1 year, $179.95, 2 years, $305.95; other countries—surface mail, 1 year $234.95, 2 years $398.95; other countries—airmail, 1 year $374.95, 2 years $636.95. Except for special issues where price changes are indicated, single copies of regular issues are available for $20 (USA) and $25 (Canada, Mexico and foreign). The publication cannot be responsible for the return of unsolicited manuscripts.